

CLAIMS

- 1 1. A method of providing multilevel information about
2 video-on-demand services, comprising the steps:
3
4 generating a display, on a computer display screen, of a
5 tree having a plurality of nodes; and
6
7 embedding in the nodes information about video-on-demand
8 services.

- 1 2. A method according to Claim 1, wherein the embedding
2 step includes the steps of:
3
4 identifying in a first catalog each of a group of first
5 aspects of video-on-demand services;
6
7 identifying in a second catalog each of a group of second
8 aspects of video-on-demand services;
9
10 forming a matrix from the first and second groups; and
11
12 embedding the matrix in one of the nodes.

- 1 3. A method according to Claim 2, wherein the step of
2 identifying in the first catalog includes the step of
3 identifying in the first catalog each of a group of users
4 of the video-on-demand service.

1 4. A method according to Claim 1, wherein the embedding
2 step includes the step of embedding information in the
3 nodes in the form of matrices.

1 5. A method according to Claim 4, wherein the matrices
2 are used to display information about an aspect of video-
3 on-demand service selected from the group comprising:

4
5 usage patterns between the supplier of the video services
6 and the consumer, a list of users, user statistics,
7 satisfaction rates, failure rates, failure causes, rates
8 of view to completion, cost monitor information, customer
9 payment information, menus of videos, charge variations,
10 special features and offers, user age, user education,
11 geography, and any combination of the above.

1 6. A system for providing multilevel information about
2 video-on-demand services, comprising:

3
4 a computer display screen;
5
6 means for generating a display, on the computer display
7 screen, of a tree having a plurality of nodes; and
8
9 means for embedding in the nodes information about video-
10 on-demand services.

1 7. A system according to Claim 6, wherein the embedding
2 means includes:

3

4 means for identifying in a first catalog each of a group
5 of first aspects of video-on-demand services;
6
7 means for identifying in a second catalog each of a group
8 of second aspects of video-on-demand services;
9
10 means for forming a matrix from the first and second
11 groups; and
12
13 means for embedding the matrix in one of the nodes.

1 8. A system according to Claim 7, wherein the means for
2 identifying in the first catalog includes means for
3 identifying in the first catalog each of a group of users
4 of the video-on-demand service.

1 9. A system according to Claim 6, wherein the embedding
2 means includes means for embedding information in the
3 nodes in the form of matrices.

1 10. A system according to Claim 9, wherein the matrices
2 are used to display information about an aspect of video-
3 on-demand service selected from the group comprising:

4
5 usage patterns between the supplier of the video services
6 and the consumer, a list of users, user statistics,
7 satisfaction rates, failure rates, failure causes, rates
8 of view to completion, cost monitor information, customer
9 payment information, menus of videos, charge variations,
10 special features and offers, user age, user education,
11 geography, and any combination of the above.

1 11. A program storage device readable by machine,
2 tangibly embodying a program of instructions executable
3 by the machine to perform method steps for providing
4 multilevel information about video-on-demand services,
5 said method steps comprising:

6
7 generating a display, on a computer display screen, of a
8 tree having a plurality of nodes; and

9
10 embedding in the nodes information about video-on-demand
11 services.

12. A program storage device according to Claim 11,
1 wherein the embedding step includes the steps of:

3
4 identifying in a first catalog each of a group of first
5 aspects of video-on-demand services;

6
7 identifying in a second catalog each of a group of second
8 aspects of video-on-demand services;

9
10 forming a matrix from the first and second groups; and
11
12 embedding the matrix in one of the nodes.

13. A program storage device according to Claim 12,
1 wherein the step of identifying in the first catalog
2 includes the step of identifying in the first catalog
3 each of a group of users of the video-on-demand service.

1 14. A program storage device according to Claim 11,
2 wherein the embedding step includes the step of embedding
3 information in the nodes in the form of matrices.

1 15. A program storage device according to Claim 14,
2 wherein the matrices are used to display information
3 about an aspect of video-on-demand service selected from
4 the group comprising:

5 usage patterns between the supplier of the video services
6 and the consumer, a list of users, user statistics,
7 satisfaction rates, failure rates, failure causes, rates
8 of view to completion, cost monitor information, customer
9 payment information, menus of videos, charge variations,
10 special features and offers, user age, user education,
11 geography, and any combination of the above.

1 16. A method as recited in claim 1, wherein the tree is
2 displayed top down.

1 17. An article of manufacture comprising a computer
2 usable medium having computer readable program code means
3 embodied therein for causing provision of multilevel
4 information about relationships between users and items
5 of video-on-demand services, the computer readable
6 program code means in said article of manufacture
7 comprising computer readable program code means for
8 causing a computer to effect the steps of claim 1.

1 18. A method for representing interconnection of a
2 plurality of elements of a video-on-demand system, the
3 method comprising:

4

5 providing a first catalog for a first subset of said
6 elements, and providing a second catalog for a second
7 subset of said elements;

8

9 creating a matrix of connection cells formed by an
10 intersection of a pair of elements, wherein a first
11 element of each pair is taken from the first catalog and
12 a second element of each pair is taken from the second
13 catalog; and

14

15 forming a connection representation for at least a subset
16 of the pairs.

1 19. A method as recited in claim 18, wherein at least one
2 element is a catalog of sub-elements, and the method
3 further comprises the step of including all sub-elements
4 in the matrix.

1 20. A method as recited in claim 18, wherein at least one
2 of the catalogs includes a plurality of sub-catalogs.

1 21. A method as recited in claim 18, wherein at least a
2 portion of one catalog is formed using combinatorial
3 operations upon elements of other catalogs.

1 22. A method as recited in claim 18, further comprising
2 displaying at least one portion of the matrix.

1 23. A method as recited in claim 18, further comprising
2 employing a wizard to form at least a subset of the
3 elements.

1 24. An article of manufacture comprising a computer
2 usable medium having computer readable program code means
3 embodied therein for causing representation of
4 interconnection of a plurality of elements of a
5 video-on-demand system, the computer readable program
6 code means in said article of manufacture comprising
7 computer readable program code means for causing a
8 computer to effect the steps of claim 18.

1 25. An architecture comprising:

2 3 a matrix module forming a video-on-demand information
3 4 system matrix having at least one matrix row element and
5 6 at least one matrix column element, an intersection of
6 7 each said at least one matrix row element with each said
7 8 at least one matrix column element forming a matrix cell;

9 9 a set of video-on-demand elements, a first subset of said
10 10 set having a connection requirement with a second subset
11 11 of said set;

12 13 a first catalog including at least one video-on-demand
13 14 element forming said at least one matrix row element; and

15 16 a second catalog including at least one video-on-demand
16 17 element forming said at least one matrix column element,

18 wherein each matrix cell represents a video-on-demand
19 connection between each video-on-demand element of the
20 first catalog and each video-on-demand element of the
21 second catalog to enable systematic cooperation among
22 video-on-demand elements according to a video-on-demand
23 requirement.

1 26. An architecture as recited in claim 25, wherein at
2 least one video-on-demand element is a catalog of
3 video-on-demand sub-elements.

1 27. An architecture as recited in claim 25, wherein at
2 least one video-on-demand element is a catalog of
3 elements only peripherally related to video-on-demand.

1 28. An architecture as recited in claim 27, wherein the
2 catalog of elements only peripherally related to
3 video-on-demand includes an item selected from the group
4 of items including customer habits, customer credit card
5 and/or internet purchases, customer's friends, and
6 customer product data.

1 29. A method of providing multilevel information about a
2 plurality of video-on-demand related entities and
3 resources, comprising the steps:
4

5 generating a display, on a computer display screen, of a
6 tree having a plurality of nodes; and

7
8 embedding in the nodes information about a plurality of
9 video-on-demand related entities and resources.

1 30. A method as recited in claim 29, wherein the
2 plurality of video-on-demand related entities and
3 resources include an entity and/or resource selected
4 from: video-on-demand providers; video-on-demand
5 composers/manufacturers; video-on-demand related sellers;
6 video-on-demand advertisers; video manufacturers; video
7 databases; video renters; and any combination of the
8 above.

1 31. An article of manufacture comprising a computer
2 usable medium having computer readable program code means
3 embodied therein for causing provision of multilevel
4 information about relationships between users and items
5 of a plurality of video-on-demand related entities and
6 resources, the computer readable program code means in
7 said article of manufacture comprising computer readable
8 program code means for causing a computer to effect the
9 steps of claim 30.

1 32. An article of manufacture as recited in claim 31,
2 wherein the video-on-demand resources are holdings of
3 groups of products.

1 33. An article of manufacture as recited in claim 31,
2 wherein the relationships include inventory information.

1 34. A method as recited in claim 1, further comprising
2 implementing at least one process taken from a group of

3 processes including: matrix and/or element expansion;
4 logical set manipulation of catalog elements to form
5 changed and/or new matrices, changed and/or new elements,
6 and/or changed and/or new catalogs; catalog manipulation
7 and/or combination; formation of one or more
8 super-catalogs and/or super-elements representing a
9 catalog of catalogs; display of a plurality of trees
10 and/or portions of trees in a variety of tree formats and
11 shapes; and formation and/or manipulation of sub-catalogs
12 and/or sub-elements from one or more catalogs, matrices
13 and/or elements.

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